



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/690,085

10/20/2003

Lee S. Weinblatt

5264-44

4859

7590 04/04/2008
COHEN, PONTANI, LIEBERMAN & PAVANE
Suite 1210
551 Fifth Avenue
New York, NY 10176

EXAMINER

DEAN, RAYMOND S

ART UNIT

PAPER NUMBER

2618

MAIL DATE

DELIVERY MODE

04/04/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/690,085	Applicant(s) WEINBLATT ET AL.	
	Examiner RAYMOND S. DEAN	Art Unit 2618	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
 - If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
 - Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 17 December 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-4 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-4 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 20 October 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____. | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date _____.
5) <input type="checkbox"/> Notice of Informal Patent Application
6) <input type="checkbox"/> Other: _____. |
|--|---|

DETAILED ACTION

Response to Arguments

1. Applicant's arguments, see remarks filed December 17, 2007 with respect to the rejection(s) of claim(s) 1 – 4 under 35 U.S.C. 103(a) have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of newly found prior art Kiefl (5,382,970).

Kiefl teaches an apparatus for monitoring an audience member tuned to a program within a broadcast signal comprising: a portable audience monitoring unit adapted to be worn by the audience member (Figures 1, 2, Abstract, Col. 5 lines 37 – 41) including: means for detecting a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned (Col. 6 lines 38 – 41, the channel provides the broadcast programs, the broadcast programs comprise the broadcast signals and the program signals thus the signal provided by the channel detector is an indication of said broadcast programs and therefore is acting as the code signal), and means for storing the detected code signal (Col. 6 lines 38 - 41); means for outputting the detected code signal stored in said portable audience monitoring unit (Cols. 6 lines 64 – 68, 7 lines 1 – 8, in order to be transmitted to the central location the data, which is the code signal, must be outputted);

and communication means for transmitting the outputted detected code signal to a central processing station (Cols. 6 lines 64 – 68, 7 lines 1 – 8).

Kiefl does not teach wherein said communication means communicates with Cellular Digital Packet Data (CDPD).

Schroeder, which, like Kiefl, teaches a cellular phone that transmits data via wireless means, teaches a wireless phone that has CDPD capability (Col. 7 lines 46 – 63).

Kiefl and Schroeder both teach a cellular phone that transmits data via wireless means thus it would have been obvious to one of ordinary skill in the art at the time the invention was made use the CDPD capability of Schroeder as an alternative means of achieving the same predictable result of transmitting data via wireless means.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1 – 2 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kiefl (5,382,970) in view of Schroeder et al. (US 6,463,271).

Regarding Claim 1, Kiefl teaches an apparatus for monitoring an audience member tuned to a program within a broadcast signal comprising: a portable audience monitoring unit adapted to be worn by the audience member (Figures 1, 2, Abstract,

Col. 5 lines 37 – 41) including: means for detecting a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned (Col. 6 lines 38 – 41, the channel provides the broadcast programs, the broadcast programs comprise the broadcast signals and the program signals thus the signal provided by the channel detector is an indication of said broadcast programs and therefore is acting as the code signal), and means for storing the detected code signal (Col. 6 lines 38 - 41); means for outputting the detected code signal stored in said portable audience monitoring unit (Cols. 6 lines 64 – 68, 7 lines 1 – 8, in order to be transmitted to the central location the data, which is the code signal, must be outputted); and communication means for transmitting the outputted detected code signal to a central processing station (Cols. 6 lines 64 – 68, 7 lines 1 – 8).

Kiefl does not teach wherein said communication means communicates with Cellular Digital Packet Data (CDPD).

Schroeder, which, like Kiefl, teaches a cellular phone that transmits data via wireless means, teaches a wireless phone that has CDPD capability (Col. 7 lines 46 – 63).

Kiefl and Schroeder both teach a cellular phone that transmits data via wireless means thus it would have been obvious to one of ordinary skill in the art at the time the invention was made use the CDPD capability of Schroeder as an alternative means of achieving the same predictable result of transmitting data via wireless means.

Regarding Claim 2, Kiefl teaches a method for monitoring an audience member tuned to a program within a broadcast signal comprising: providing a portable audience monitoring unit adapted to be worn by the audience member (Figures 1, 2, Abstract, Col. 5 lines 37 – 41); detecting with said portable audience monitoring unit a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned (Col. 6 lines 38 – 41, the channel provides the broadcast programs, the broadcast programs comprise the broadcast signals and the program signals thus the signal provided by the channel detector is an indication of said broadcast programs and therefore is acting as the code signal); storing the detected code signal (Col. 6 lines 38 - 41); outputting the detected code signal stored in said portable audience monitoring unit (Cols. 6 lines 64 – 68, 7 lines 1 – 8, in order to be transmitted to the central location the data, which is the code signal, must be outputted); and transmitting the outputted detected code signal to a central processing station (Cols. 6 lines 64 – 68, 7 lines 1 – 8).

Kiefl does not teach wherein said communication means communicates with Cellular Digital Packet Data (CDPD).

Schroeder, which, like Kiefl, teaches a cellular phone that transmits data via wireless means, teaches a wireless phone that has CDPD capability (Col. 7 lines 46 – 63).

Kiefl and Schroeder both teach a cellular phone that transmits data via wireless means thus it would have been obvious to one of ordinary skill in the art at the time the

invention was made use the CDPD capability of Schroeder as an alternative means of achieving the same predictable result of transmitting data via wireless means.

4. Claims 3 – 4 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kiefl (5,382,970) in view of Hansen et al. (US 6,173,158).

Regarding Claim 3, Kiefl teaches an apparatus for monitoring an audience member tuned to a program within a broadcast signal comprising: a portable audience monitoring unit adapted to be worn by the audience member (Figures 1, 2, Abstract, Col. 5 lines 37 – 41) including: means for detecting a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned (Col. 6 lines 38 – 41, the channel provides the broadcast programs, the broadcast programs comprise the broadcast signals and the program signals thus the signal provided by the channel detector is an indication of said broadcast programs and therefore is acting as the code signal), and means for storing the detected code signal (Col. 6 lines 38 - 41); means for outputting the detected code signal stored in said portable audience monitoring unit (Cols. 6 lines 64 – 68, 7 lines 1 – 8, in order to be transmitted to the central location the data, which is the code signal, must be outputted); and communication means for transmitting the outputted detected code signal to a central processing station (Cols. 6 lines 64 – 68, 7 lines 1 – 8).

Kiefl does not teach wherein said communication means communicates with a ReFLEX protocol.

Hansen, which, like Kiefl teaches in the wireless data communication field of endeavor, teaches a pager that uses the ReFLEX protocol (Col. 4 lines 51 – 53).

Kiefl and Hansen both teach portable wireless devices that transmit data via wireless means thus it would have been obvious to one of ordinary skill in the art at the time the invention was made use the ReFLEX capability of Hansen as an alternative means of achieving the same predictable result of transmitting data via wireless means.

Regarding Claim 4, Kiefl teaches a method for monitoring an audience member tuned to a program within a broadcast signal comprising: providing a portable audience monitoring unit adapted to be worn by the audience member (Figures 1, 2, Abstract, Col. 5 lines 37 – 41); detecting with said portable audience monitoring unit a code signal that forms the broadcast signal in combination with a programming signal used to perform the program, wherein the code signal corresponds to the broadcast program to which the audience member is tuned (Col. 6 lines 38 – 41, the channel provides the broadcast programs, the broadcast programs comprise the broadcast signals and the program signals thus the signal provided by the channel detector is an indication of said broadcast programs and therefore is acting as the code signal); storing the detected code signal (Col. 6 lines 38 - 41); outputting the detected code signal stored in said portable audience monitoring unit (Cols. 6 lines 64 – 68, 7 lines 1 – 8, in order to be transmitted to the central location the data, which is the code signal, must be outputted); and transmitting the outputted detected code signal to a central processing station (Cols. 6 lines 64 – 68, 7 lines 1 – 8).

Kiefl does not teach wherein said communication means communicates with a ReFLEX protocol.

Hansen, which, like Kiefl teaches in the wireless data communication field of endeavor, teaches a pager that uses the ReFLEX protocol (Col. 4 lines 51 – 53).

Kiefl and Hansen both teach portable wireless devices that transmit data via wireless means thus it would have been obvious to one of ordinary skill in the art at the time the invention was made use the ReFLEX capability of Hansen as an alternative means of achieving the same predictable result of transmitting data via wireless means.

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to RAYMOND S. DEAN whose telephone number is (571)272-7877. The examiner can normally be reached on Monday-Friday 6:00-2:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Edward F. Urban can be reached on 571-272-7899. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Raymond S Dean/
Primary Examiner, Art Unit 2618

Raymond S. Dean
March 20, 2008

/Edward Urban/
Supervisory Patent Examiner, Art Unit 2618